

1 36524/RRT/I148

SMART AGENT BASED ON HABIT, STATISTICAL INFERENCE
AND PSYCHO-DEMOGRAPHIC PROFILING

5

ABSTRACT

A smart agent (SA) is provided which resides locally in a local client device and by iterative means integrates the habit, statistics and psycho-demographic information of a user to infer the user's preferences. The SA may also utilize the preferences to filter information delivered to the local device. The invention further discloses a means of collecting, combining, integrating and inferring information from the user to arrive at a psycho-demographic profile of the user, and a means of utilizing such psycho-demographic profile to select or filter information delivered to the user, thereby achieving targeting. The invention also discloses a means of classifying and identifying the information delivered so that it can be matched, filtered or selected.

10
15

DSZ PAS220346.1-* -11/30/99 3:28 PM

20

25

30

35